

Here is your July 31 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Brian Jud, John Kremer, Guy Achtezahn, Rick Frishman, Eric Kampmann, Roger C. Parker and many others. The guest columnist in this issue is Paulette Ensign.

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All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

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Book Marketing Matters

Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably

Volume 16, Issue 16, Number 386 July 31, 2017

Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.

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**Top inquiries from the salespeople
for the week ending 7/28/17**

<u>Title</u>	<u>Quantity</u>
The Empty Chair	2700
What Teenage Drivers Don't Know	4300
The Healer Is You	800
Dark Side of Sports	550

News From APSS

(The Association of Publishers for Special Sales -- formerly SPAN)

Publisher Liability Insurance for APSS Members



Limits of liability/protection from \$500,000 to \$10 million dollars are available through Lisa Malenfant, at The Hartford Financial Services Group, Inc. The policy they provide will cover traditional media perils (such as, but not limited to, libel, plagiarism, piracy, copyright infringement, defamation, infringement of the right of privacy or publicity, infliction of emotional distress, misappropriation of property rights and most importantly contextual liability or defective advice protection). Contact Lisa Malenfant at Lisa.malenfant@thehartford.com or 860 602-3812

**Display your books at shows with large, targeted audiences –
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Do you want your book on display at conferences and trade shows specifically related to your content? APSS has reached an agreement with a display firm that can do that for you – at only \$50 per show! This price is only for APSS members. Here are the upcoming events at which they can display your books (more to come every month):

Deadline August 7

American Political Science Association Annual Meeting & Exhibition. The American Political Science Association is the major professional organization in the United States whose members are engaged in the study of politics. Association membership, numbering approximately 15,000 individuals and institutions, is composed primarily of political scientists conducting research and teaching in U.S. colleges and universities.

- All books are displayed face out, visible to all attendees
- All titles would be listed in a “Titles on Display” ordering catalog listing full ordering information handed out at each exhibit. You can also provide your own order forms/ promotional materials.
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

For each show and book, please email the title, author, pub date, list price and discounted price (if any) to brianjud@bookapss.org. To make the \$50 payment (per title) please use Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment arrangements. The display company will need two copies of your book and you will receive the address to which to send it.

Exhibit at these shows for \$125 each

Beijing International Book Fair -- Deadline: August 01, 2017

Frankfurt International Book Fair -- Deadline: September 15, 2017

Register at <http://tinyurl.com/b8tk5t5> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

Upcoming Marketing Webinars

August 22: Midyear Marketing Evaluation.” APSS-Philadelphia, 6:00 pm ET, <http://bit.ly/2gODjjX>

Notes from the Front Lines

(Excerpted – with permission – from the Book Publishers’ Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

What to Look for in a Distributor. At Midpoint we are undergoing a thorough review of practices and procedures. All companies need to examine the assumptions behind their business because it is so easy to drift into a status quo mentality that is a killer if you want to compete and grow in a challenging economical environment. We have come up with some key words to describe how we would like our client publishers to characterize us as partners in the publishing process. The six words are: experienced, motivated, responsive, candid, flexible and positive. Here is the interesting part: Once we have determined how we would like others to think of us, then we begin to set a standard based on the six words and we begin to strive to live by them. Everyone falls short of the ideal, but when you have a standard that customers expect as the norm, then outstanding results often result, creating an overall environment for excellence and achievement.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

Your book is your baby! Your pride and joy! Something to show off and be proud of. A labor of love that may have taken years, even a lifetime to complete. But when it comes to corporate buyers, all they are interested in is the content, not the romance of your time spent writing. They are there to use your book for their purposes or that of the business.

Perhaps you cannot sell the entire book to someone? How about certain parts of the content of your book that may make sense to them? For example, maybe a local credit union does not want to spend \$7 per book on your cookbook. At 300 pieces, that's a one-time bill of \$2100 – less your printing cost. Rather, they would like to send certain recipes out at different times of the year. Maybe a festive salsa recipe for the Bowl games. They'll buy it from you for \$.10 each and they send it to 1500 people. That Bar-B-Que rub for the ribs on the 4th of July? Same Deal. How about a Thanksgiving recipe, Christmas recipe, and 2 others that are random throughout the year? All together, that's 6 recipes at \$150 each or \$900 profit. No printing, no shipping, no fuss.

Remember the \$2100 bill they didn't want to pay? Well, your book cost \$1100, freight to you and back out to them was \$175 and the fuss of getting the order out. Your profit in total? \$825.00. Sell the content. You will realize more opportunities and more money in your pocket.

Low-priced items (such as booklets) might be given away with each purchase of a minimum quantity of some product, or as a reward for visiting a website. It is considered a continuity program if these are given as a series. An example is to encourage return visits to your site about cooking by providing a cookbook in sections to be collected as a complete book over a period of time. If these sections were sold at cost they would be considered a self-liquidator

Kremer's Korner

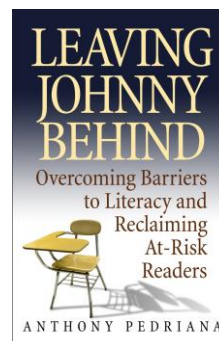
(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

When you send out information to prospective rights buyers, include a fact sheet (or rights sheet) which describes the book, its author, its audience and what rights are available. This fact sheet should provide all the information a rights buyer would want to know in a clear and concise format. Be sure to include your address, phone and fax numbers, and email address.

The Cover Story – Michelle DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

In *Leaving Johnny Behind* by Anthony Pedriana, the task was to create a feeling of abandonment and convey the author's concept that many children are not adequately served by today's educational system. The school desk was an obvious icon for education. The empty desk signifies that "something's missing" in the system. We added the shadow and placed it in a void to further support the concept.



Leadership and Growth Concepts – Tom Hill

(Founder and CEO of the Eagle Goal Coach, an organization devoted solely to assisting others find and follow their life's passion. Tom can be reached via e-mail at tom@tomhillwebsite.com)

Of course, we all see the world through our own eyes. My eyes are different from your eyes. But when we try to consider an issue or solve a problem, we tend to assume that the way we see the world is the right way to see it.

Why wouldn't we? And yet our view isn't always the right one. Thinking creatively demands that you look at a familiar problem with fresh eyes— using a perspective different from your own. To actually achieve this, you need to recognize that your mind is functioning on autopilot, temporarily fixed by your worldview and your life experiences.

Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or www.legalwritepublications.com; The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

Contrary to popular belief, the Copyright Office ordinarily does not compare copyright registration forms with existing deposit copies or registration records to determine whether works submitted for registration are similar to any material for which a registration of a copyright claim already exists. Therefore, the records of the Copyright Office may contain any number of registrations for works describing or illustrating the same underlying idea, method, or system.

Featured Supplier – Book Cover Express



In the last 17 years, Book Cover Express has created more than 2000 book covers for traditional publishing companies, small presses, and indie publishers. Book Cover Express clients have been featured in numerous high-profile media sources including Oprah, 48-Hours, People Magazine and the Today show. Contact Cathi Stevenson for more information cstevenson@accesswave.ca

Guest Columnist - Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)

Follow me on Twitter: <http://twitter.com/pauletteensign>

For almost a quarter century, people have asked how over a million copies of a single tips booklet got sold in multiple languages and formats without spending a penny on advertising. While it took a variety of approaches and a lot of things that didn't work, it all came down to a few key elements.

Choices and quantity are among the cornerstones as are persistence, format, and frequency. Once you have choices to offer, you need choices of people to contact. Having enough prospective buyers is a must. Having only ten prospects probably won't work. They will each take however long they take in deciding whether what you have will help them, and then however much longer to actually place the order. It can be weeks or months since they have many other things on their plate and people in their immediate world.

Focusing your efforts on large quantity sales to companies, associations, and other organizations puts you on the path to matching and surpassing the million copy mark. That includes printed copies of your products and licenses of downloads. The associations who say they have no money very likely have potential sponsors who can benefit from subsidizing the purchase. Companies and other organizations may also have potential partners to share the investment. Providing suggestions like those position you as a problem solver and someone who is more attractive for doing business with than merely an order taker.

Being persistent can be tricky though it doesn't have to be. And with large quantity orders and licenses that often have a long decision making process, staying in touch with your contact is crucial. You can send an article you wrote that may be of interest, or let them know the results another client of yours has had that can encourage your future buyer. Riding out the lead time is often worth the wait in the rewards that are delivered with the first sale and those that follow.

A brief, upbeat, relevant "touch" keeps you in front of the person who really does want to buy from you when they are ready and able. The lead time between first talking with them can be instant or longer than you or they might like. They have other people who need to sign off on the idea or pay for it. The budget might be rebooting with the new fiscal year months away. The most ideal fit for your product could be in a promotional campaign that is still a bit in the future. The people who want what you're offering probably have less flexibility to act quickly than you do.

ACTION - Fill your list of likely candidates beyond those you can immediately contact individually so there is always someone else to approach. Some people will be unavailable, some will say no-thank-you (today, anyway), and others will start the exploration with you immediately. Think long-term in the large quantity sales process so it brings you long term results, many of which are recurring rewards.

You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for Dennis Miller and Jim Bohannon)

Answer the questions asked of you and let the host take the lead. Follow that lead and gauge from the environment of the show how much you can get in.

Marketing Strategy

(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*; www.bookmarketing.com)

JK Rowling was divorced, jobless, a single parent and almost homeless. But she had an old typewriter and a big idea. You know what happened next. But there was an interesting comment she made about her situation. She said, "The knowledge that you have emerged wiser and stronger from setbacks means that you are, ever after, secure in your ability to survive." (*Readers Digest*)

The Very Idea

(Editorial by Brian Jud)

There is a famous quotations that says, “Don’t follow on the path where others have been. Go in a different direction and leave a trail.” That applies to non-bookstore marketing, too. Instead of automatically selling your books through bookstores where all your competition resides, look for new, non-competitive markets. Sell your books to corporations and associations as premiums and ad specialties. Not only will you be on the right path, but you will be heading in the right direction.



Marketing Planning

(Excerpted from Brian Jud’s e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; www.bookmarketing.com)

The 1936 book, “How to Win Friends and Influence People,” has sold over 15 million copies and still ranks in the top 100 Amazon best sellers regularly. Why? Because its content is timeless. For example, here are six things to make people like you (and all can be applied to selling your book): 1) Become genuinely interested in other people, 2) Smile, 3) Remember that a person’s name is to that person the sweetest and most important sound, 4) Be a good listener, 5) Talk in terms of other people’s interests, and 6) Make the other person feel important – and do it sincerely.

Book-Marketing Tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his www.publishedandprofitable.com)

How to profit from Amazon.com's "Search Inside" feature. The text and graphics on the back cover of your book should be viewed as prime advertising and marketing space. The front cover of your book attracts attention online and in bookstores, but the back cover is where the sale is made -- or lost. Bookstore browsers typically turn a book over in their hand, to learn more about what's inside the book. They also want to find out more about the author's qualifications and what experts in the field, and other readers, have to say about the book. If the back cover does its job properly, readers will take step 3, and open the book to "test drive" a couple of pages.

Online, the "Search Inside" feature found on selected books at Amazon.com and the "Look Inside" feature found on many books at www.Barnesandnoble.com permits you to "turn the book over" and examine the contents of the back cover.

Click the "Search Inside" symbol attached to many book covers online. When the new screen opens, click the "Back Cover" or "Back" links. When the back cover is revealed, examine the headline, content features, and advance reader testimonials. Use what you see as the basis for the back cover of the back cover of your book.

Helpful Website of the Week – Adele M. Annesi

(Adele is freelance book editor, and a co-author of *Now What? The Creative Writer’s Guide to Success After the MFA*. She may be reached at a.annesi@sbcglobal.net)

Writer Unboxed
<http://writerunboxed.com>

This site began in 2006 as a collaboration between two aspiring novelists who tried to understand what makes good novels work. The site now includes contributors from all walks—from the not-yet-published to bestselling authors and industry leaders—and has grown into a rich community for writers interested in the craft and business of fiction.



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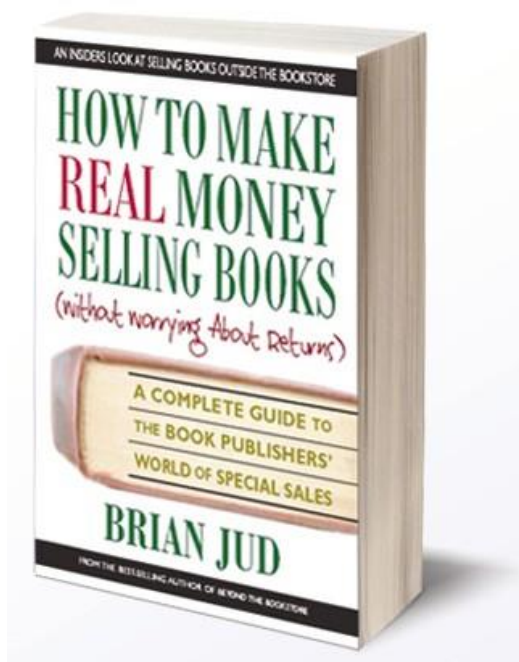
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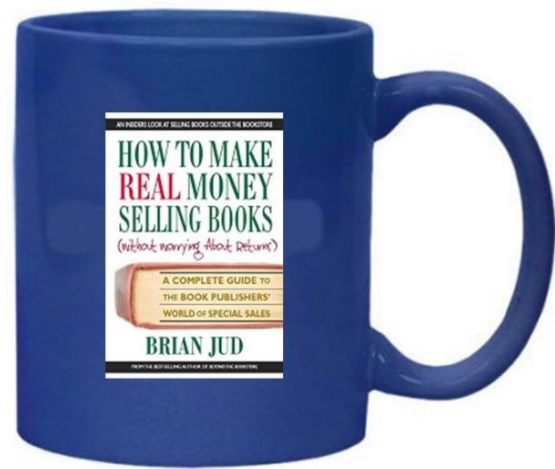


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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

Brian Jud offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. www.premiumbookcompany.com

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at www.bookcentralstation.com. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>